

METHOD OF DETERMINING WHETHER TO DEVELOP PRODUCTS FOR POTENTIAL CUSTOMERS

Abstract Of The Disclosure

A method of determining whether to develop products, such as software
5 products or hardware products, for potential customers, such as different types of
helicopters. The method comprises: identifying a plurality of potential products;
identifying a plurality of potential customers; determining for each of the potential
products all possible implementation combinations in which at least n of the potential
customers implement the product, where n is a positive whole number; determining
10 the probability of each such combination; deciding, based upon the probability
determinations, which of the potential products to develop; and developing the
products so decided.